

OLAF DEVIK

1109 SO. 12th & "K"

MODERN DECORATING IDEAS

from



W. P. FULLER & CO.

INDEX

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MODERN DECORATING IDEAS FROM THE HOUSE OF COLOR

IN SUBMITTING, on the following pages, illustrated color ideas for the average home, I have in mind the women all over the country whose wish is to make their homes more interesting and attractive through the selection of colors which will enhance their livable qualities. Simple combinations of colors are preferred by most people, so these illustrated suggestions are not complicated. I have made them easy to understand and follow so that should you not exactly like any one of the colors of some particular scheme illustrated, you may substitute a color of equal value that you **do** like. * * * * *

In deciding upon the color scheme for any room, remember to consider any rugs or other floor coverings, draperies, and other colorful furnishings as a part of the scheme. Also remember that, generally speaking, the tone of the floors should be darkest, the walls much lighter and the ceilings lightest. Intense colors should be superimposed against neutral backgrounds. Thus your pale-colored walls become a proper setting for cheerfully-painted furniture, bright draperies or accessories. * * * * *

All of the paint products, draperies, wallpaper designs, etc., used to make up the color schemes illustrated on the following pages are specified opposite each illustration. The Fuller paints recommended are easy to apply so that if you like you can do much of the work yourself. However, for the large jobs, both inside and outside your home, I suggest that you employ a reliable, experienced painter.

Zena Dare

Director—Home Decorating Department
W. P. FULLER & CO.
Branches and Dealers throughout the West

A LIVING ROOM IN BLUE AND BURNT ORANGE

A DELIGHTFULLY CHEERFUL and attractive color combination for a living room is developed in tints of yellow, orange and blue. A dull north room, or one needing a brighter scheme, will take on more interest and charm if decorated with these colors. The walls and ceiling are painted pale yellow with a mixture of equal parts White Fullerglo and Jonquil Yellow Decoret Quick Drying Enamel. Cream Fullerglo is the color selected for the woodwork, and it combines perfectly with the yellow of the walls. * * * Contrast is necessary in every scheme, and in this one it is supplied by the bit of Delphinium blue with which the inside of the bookshelves is painted. Decoret Quick Drying Enamel is the material used in applying this color. The floor is painted with Dark Oak Fullerwear Floor Enamel, completing the color combination of the background. * * * A barrel-back Windsor chair, and small butterfly end table are painted with Black Decoret Quick Drying Enamel trimmed with Delphinium Blue and Burnt Orange. The latter color is one of the intermediate shades shown on the Decoret color card and is a mixture of one part Cardinal and eight parts Orange. * * * A cigarette box is painted with the Burnt Orange Decoret, and antiqued heavily with Decoret Antique Glazing Liquid. The small mahogany table is finished with a soft dull glow with Fuller Fifty for Flatting Varnish. * * * One lampshade is made of parchment rubbed with Raw Sienna Fuller Pure Colors in Oil, and bound top and bottom with a binding of passe partout tape painted with Burnt Orange Decoret. The other lampshade is pleated orange red paper, trimmed with a line of black and blue at the top and bottom. A rug in two shades of blue covers the floor. The large overstuffed chair is covered with a slip cover of ecru chintz figured with a design in blue, dull orange, henna and green; floor length drapes of the same material may be made for the windows.



PLANNED BY *Zena Dare*, DIRECTOR OF THE FULLER HOME DECORATING DEPT.

DECORET QUICK DRYING ENAMEL

Decoret dries in four hours and produces the beautiful gloss-enamel finish favored by present-day decorators. It is smooth-flowing, remarkably durable, and its rapid drying feature enables the woman who delights in keeping her home up to date to do so easily and quickly. «

The wide assortment of *Decoret* colors is a welcome feature also. The vogue for color has now penetrated every room in the home; even the kitchen and bathroom must be colorful to conform with modern ideas of decoration. « « « « « « «

A BREAKFAST NOOK IN SHADES OF TURQUOISE AND GOLD

THE WOMAN who wants to combine the coolness of blue with the warmth of gold, will find a happy combination of these colors in the scheme for the breakfast room, in turquoise and gold shading to rich burnt orange. The combination could be used equally well in a room of northern or southern exposure. * * * The walls are painted a rich light buff, using a mixture of equal parts White and Buff Fullerglo. The woodwork, like the ceiling, is painted with Ivory Fullerglo. The inside of the small wall cupboard is painted with Venice Blue Decoret Quick Drying Enamel, with edges of the shelves trimmed with Burnt Orange, an intermediate shade shown on the Decoret color card as a mixture of one part Cardinal and eight parts Orange. This same shade is used on the large tray below the cupboard. * * * A neutral shade is used for painting the floor, a mixture of equal parts Dust Color and Light Lead Fullerwear Floor Enamel. * * * All the furniture is painted with Turquoise Blue, an intermediate shade of Decoret Enamel made by combining one part Jade Green with four parts Delphinium Blue. This is not hard to mix when you remember that a half-pint of Jade Green is added to a quart of Delphinium Blue, making enough to paint a dining room or breakfast room set. The trim colors are Black Decoret Quick Drying Enamel and Burnt Orange of the same material. When the color is dry Decoret Antique Glazing Liquid is used to produce the antique effect. * * * The seats of the chairs are covered with black oil cloth. The earthenware bowls are painted with Jade Green Nitrokote Brushing Lacquer and are used as containers for fruit and flowers on the buffet and dining table. A mirror frame finished with burnished gold is hung over the buffet. A rewoven rug in beige covers the floor, harmonizing with the floor color. Curtains of gold casement cloth, and a table scarf of gold damask complete the scheme.



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FULLERGLO

Fullerglo is a semi-gloss paint for use on walls, woodwork or furniture. The finish it produces is beautiful, satin-like in texture and pleasing to the eye even on very large wall surfaces. In addition, it is perfectly sanitary. Walls finished with *Fullerglo* may be washed as easily as a surface of porcelain or china. Even indelible pencil marks may be quickly removed from a *Fullerglo*'d surface with a little soap and water. The *Fullerglo* finish is tough and clings tenaciously to any surface that has been properly prepared. It will not chip, resists abrasion and has remarkable wearing qualities. " " " " " " "

A DINING ROOM IN RED AND GREEN

CHEERFUL SHADES OF RED contrasted with green combine in an attractive color scheme with mellow ivory walls as a background in this dining room. Ivory Fullerglo is used for painting both the walls and woodwork in this room, after which a glaze of Fuller Blending and Glazing Liquid mixed with a little Raw Sienna and a touch of Burnt Umber is applied, wiped and stippled, making an interesting effect. The ceiling is painted with Pale Ivory Fullerglo which is lighter in tone than the walls. The inside surfaces of the open shelves are enameled with Jade Green Decoret Quick Drying Enamel, making a surface easily cared for and an excellent background for the china arranged on the shelves. Black Fullerwear Floor Enamel is applied to the floor in a finish that shows the henna rug to advantage. * * * * *

The buffet, with the mirror above, is decorated with Chinese Red Decoret Quick Drying Enamel. The front door and drawer panels are painted with Ecu Decoret and trimmed with a line of Black Decoret and Meyercord Oriental transfer designs in black and gold to fit in the spaces. A finishing glaze of Decoret Antique Glazing Liquid is used to dull the intensity of the red. The chairs are painted with Jade Green Decoret Quick Drying Enamel with a glaze of the Decoret Antique Glazing Liquid. Pads for the back and seats are made of monks cloth in beige, henna and black. The walnut table is finished with Fuller Fifty for Flatting Varnish and trimmed with Jade Green Decoret to match the chairs. * * *

In selecting a treatment for the windows, which are not shown in the illustration, use curtains of ecru marquisette hung under drapes of chintz with a dull green background and a design in which red, black, gold and brighter green predominate. The edges of the drapes may be trimmed with ecru woolen fringe if desired.



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FULLERWEAR QUICK DRYING FLOOR ENAMEL

Fullerwear Floor Enamel dries in four hours to a hard, durable coating for interior floors of wood, cement or composition. It is also excellent for coating over old worn linoleum, extending its period of usefulness considerably. " " " " " " " "

Fullerwear is far more convenient than the old type of slow drying floor paint, making it possible to complete a two-coat job in a single day. Manufactured in all of the popular floor colors. " " " " " " " " " " " " " "

A BREAKFAST ROOM IN SEA FOAM AND IVORY

AN ATTRACTIVE SCHEME that can be adapted to any type of breakfast room is developed in Sea Foam and Ivory Fullerglo. It is cool enough to be usable in a sunny room and at the same time bright enough for the room with a northern exposure. Sea Foam Fullerglo is used for painting the walls. The ceiling is painted a shade lighter, White Fullerglo being added to the Sea Foam to make the difference in tint. The woodwork throughout the room is painted with Ivory Fullerglo. The arrangement of the dishes in the cupboard is made more effective by a background of Coral Decoret Quick Drying Enamel. This color is a mixture of one part Chinese Red and eight parts White. * * * The floor, previously covered with old linoleum, has been painted to resemble tile. Indian Red Fullerwear Floor Enamel was first applied, allowed to dry and then Black Decoret Quick Drying Enamel was used to outline spaces of different sizes and shapes, making a tile-like pattern. When the outline is dry the design may be protected with a coat of Speedite Varnish, for the sake of added durability. * * * The body color of the furniture is Ecu, with a trim of Jade Green and Black. Decoret Quick Drying Enamel is the material used for the purpose. In the center of the buffet doors a small Jade Green medallion is painted as a background for Meyercord transfer design known as Dearborn-D No. 86145. If an antique finish is desired use Decoret Antique Glazing Liquid, applied and wiped according to the directions on the container. * * * The windows are curtained simply with ecru theatrical gauze. If a brighter effect is wanted the curtains may be trimmed with bands of green, coral and black.



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NITROKOTE BRUSHING LACQUERS

Nitrokote Brushing Lacquer makes it possible to refinish furniture, bric-a-brac and other small articles and have them sufficiently dry to be used again in forty-five minutes. Also *Nitrokote Floor Lacquer* for floors of wood, cement or linoleum. " " "

Nitrokote produces a finish of unusual durability. It resists wear, is not harmed by hot or cold liquids, oil, grease, gasoline and other such substances that oftentimes will mar an ordinary painted or enameled surface. " " " " " " " " "

A KITCHEN IN JADE AND MAIZE

THE KITCHEN IN A HOUSE of Spanish architecture can be made different by the use of a striking color scheme having maize yellow and jade green as the predominant colors. It would be ideal for the room that needs more light, as the sunny yellow tint of the walls catches and reflects the light rays, making the room brighter. Walls and ceiling are painted a pale yellow that is a mixture of equal parts White Fullerglo and Jonquil Yellow Decoret Quick Drying Enamel. The wall back of the drain board as well as the board itself are painted with Decoret Drain Board White, an enamel manufactured for this purpose. A contrasting trim of Black Decoret Quick Drying Enamel is used on the edge of the board.

A two-color treatment is chosen for the woodwork throughout the room. All panels are painted maize yellow with a mixture of equal parts Cream Fullerglo and Jonquil Yellow Decoret Quick Drying Enamel. The borders, framework around doors, etc., are painted with Jade Green Decoret Quick Drying Enamel. The interior of the cupboard is painted with Coral, shown on the Decoret color card as a mixture of one part Chinese Red and eight parts White Decoret Quick Drying Enamel. The knobs on drawers and doors are painted with Black Decoret.

Fullerwear Floor Enamel in Indian Red makes a floor finish that resembles the red of tile. Furniture in this room is decorated with maize, Jade and Black to match the woodwork. Curtains of white marquisette with red dots are hung at the window. The scalloped valance of green oilcloth completes the scheme by bringing a touch of green to the top of the room. The bread box, canisters, etc., are painted with Jonquil Yellow Decoret Quick

Drying Enamel with a trim of Jade Green of the same material.



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SPEEDITE VARNISH

Speedite finds more general use around the average home than almost any other paint product. It is a clear varnish that dries hard in four hours. Excellent for touching up or refinishing furniture of any kind, toys and other novelties. " " " " " "

Speedite is also well suited for quick refinishing of woodwork and floors of wood or linoleum. It resists wear to a remarkable degree and may be washed repeatedly without turning white or becoming damaged otherwise. " " " " " "

A GRAY AND ROSE KITCHEN AND BREAKFAST NOOK

FOR A SUNNY ROOM that needs a light, cool treatment, you could find nothing more attractive than this kitchen decorated in light gray, relieved with lines of black and a contrasting stencil design in green and rose. * * * Pale Ivory Fullerglo is used for painting both walls and ceiling in the kitchen and also the ceiling in the breakfast nook, while the walls of the latter room are papered with Fuller Wallpaper No. 7206, a charming modern paper with a floral motif. In both rooms the woodwork is painted with Silver White Fullerglo, with a line of Black Decoret Quick Drying Enamel on the small moldings around panels, etc. The cupboards are painted inside with Old Rose Decoret, one of the intermediate colors shown on the Decoret color card as a mixture of sixteen parts Orchid Tint and one part Cardinal Decoret Quick Drying Enamel. The decoration on the panel doors of the cupboard is a stencil design applied with Madder Lake, Chrome Green (light), Raw Sienna and White Fuller Pure Colors in Oil. The floor is painted with Dust Color Fullerwear Floor Enamel. * * * * * The pale jade green of the tile around the sink was the color selected for painting the breakfast room furniture. This color is obtained by adding White to Jade Green Decoret Quick Drying Enamel, the proportions being one part Jade Green to six parts White. The trim of the furniture is the Old Rose Decoret previously mentioned as the color lining the cupboards. A corner shelf at one end of the sink is decorated to accord with the furniture. The parchment shade for the light above the table is decorated with Raw Sienna Fuller Pure Colors in Oil with bands of Black Decoret and a Meyercord Transfer design, the whole thing finished with a coat of Fuller Pure White Shellac. The curtains may be made of pale yellow percale with a green dot or of cream colored theatrical gauze.

A CHARMING BEDROOM IN BLUE AND CREAM

BLUE MAKES A PLEASING AND RESTFUL background for the bedroom flooded with sunshine. In this instance the coolness of the blue walls is relieved with touches of both harmonizing and contrasting colors in the furnishings. * * Baby Blue Fullerglo is the material used for painting the walls of the room, while the ceiling is painted with Pale Ivory of the same material. Woodwork painted with Cream Fullerglo contrasts pleasantly with the blue of the walls. The re-woven rug in reddish brown and the old fashioned hooked rugs show to good advantage against the black floor painted with Black Fullerwear Floor Enamel. * * * * *

The bedroom furniture is attractively painted with Citronelle Decoret Quick Drying Enamel with a trim of Turquoise, one of the intermediate colors of the same material. It is shown on the color card as a mixture of one part Jade Green with four parts Delphinium Blue Decoret. The color scheme is reversed in painting the small Priscilla sewing cabinet. On it the body color is the Turquoise Blue with a trim of Citronelle. Meyercord designs are used in decorating the various pieces. The one known as the Dearborn design comes in several sizes to meet the demand when large and small spaces are to be decorated. The use of Decoret Antique Glazing Liquid as a finish after the colors are dry is optional. * *

Two-tier curtains of cream colored marquissette are hung at the windows, with overdrapes of apricot chintz trimmed with scallops of plain turquoise blue chintz. A slip cover of chintz matching the drapes covers the large upholstered chair. The bed coverlet is apricot rayon in a silky weave.



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DECALCOMANIAS AND OTHER DECORATIVE PRODUCTS

Meyercord Decalcomania Transfer Designs are recommended as the decorative feature in nearly all of the color schemes illustrated in this book. They are very easy to apply and the many designs are colorful and artistic. " " " " " " "

Decoret Antique Glazing Liquid is an ideal ready-mixed preparation for producing an antique or glazed effect on enameled surfaces. Easy to use—full directions are on the can.

Fuller Pure Colors in Oil are sold in convenient tubes for decorating lampshades or producing stencil designs such as illustrated on page 15. Also used for mixing special colors of paint or enamel and for art work of all kinds. " " " " " " "

A GIRL'S ROOM IN SHELL PINK AND SEA FOAM

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ASTEL TINTS THAT APPEAL to the average girl are used effectively in the development of this dainty and attractive color scheme in shell pink and Sea Foam. The delicate pink, being a warm color, makes the combination an excellent choice for a north room, while the amount of green contributes a cooling quality, making it equally appropriate for a sunny room. * * * * *

The walls are painted pale shell pink, made by combining equal parts of Rose Pink and White Fullerglo. The ceiling is painted with a paler tint, made by adding more White Fullerglo to the mixture. The woodwork throughout the room is painted with Sea Foam Fullerglo, contrasting delightfully with the color of the walls. Fullerwear Floor Enamel in two different shades is combined in making the attractive dull sage green that harmonizes so well with the woodwork. Green and Light Lead in equal parts are the colors used. Eau de Nile Decoret Quick Drying Enamel is used for the body color of the furniture with a trim of Natural Ivory. A Meyercord transfer design of pink apple blossoms would be an appropriate decoration for the head of the bed and the dresser drawers. No. 56081 is the number of this design. The interior of the bookcase is painted with Deep Rose Decoret, which is shown on the Decoret color card as one of the intermediate tints, made by combining one part Cardinal and eight parts White of the same material. * * * * *

A small bedside lamp is made of a glass vase painted inside with a mixture of Fuller Violet Red and Aluminum Bronze Powder and Nitrokote Clear Bronzing Liquid. The shade is parchment paper in natural color banded with Deep Rose Decoret and rubbed inside with Madder Lake and a little turpentine to make a pink glow when the lamp is lighted. The rug in this room is one of the rewoven variety in rose and black, with a small hooked rug in front of the bed. * * * * *

White marquisette is used for the glass curtains, held back with shaped tiebacks of pink chintz. The pleated valance is also of the chintz. The dressing table is flounced with pink voile over sateen and the coverlet for the bed is made of the same material.



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WAXES — POLISHES

Fullerene Wax or *Pioneer Polishing Wax* are ideal finishes for hardwood floors and inlaid linoleums. They also make excellent polishes for furniture, woodwork, automobiles, etc. Sold in paste or liquid form. " " " " " " " " " "

Fullerene Liquid Polish is a handy, easy-working polish for general home use on practically any painted, enameled, varnished or lacquered surface. Produces a high luster with little effort. Also *Fullerene Metal Polish* for nickel, aluminum, brass and chromium surfaces. " " " " " " " " " " " " " "

A VIGOROUS COLOR SCHEME FOR A BOY'S BEDROOM

THE AVERAGE BOY OR YOUNG MAN dislikes effeminate pastel color combinations for his room, therefore this scheme in Green, Chinese Red, Black and Cream strikes the right note in interesting contrast and strength of color. Although it is planned for an attic room, it need not be limited to such a room. * * Both the walls and ceiling are painted with Cream Fullerglo, a good neutral color but with some life to it. The woodwork is painted with Fullerglo in the newest tint of Sea Foam, a pale green of the right contrast to the wall color. * * Dust Color Fullerwear Floor Enamel is the practical color selected for the floor and makes an excellent background for the rag rugs in brighter colors. * * * The bed, dresser, table and desk chair, together with a book case, not shown in the illustration, are painted with Cactus Green Decoret Quick Drying Enamel. Black Decoret makes an effective trim. * * The decoration on the head of the bed, and large dresser drawer, is a Meyercord Transfer design. Another design of this make that is popular with boys is known as the Seville. It shows an old Spanish galleon in attractive colors combining excellently with Cactus Green. * * * The large Morris chair and desk are painted with Chinese Red Decoret, with a trim of Black of the same material. Decoret Antique Glazing Liquid is used to finish all pieces. * * * The parchment lampshade is rubbed with Raw Sienna Fuller

Pure Colors in Oil and trimmed with a band of Chinese Red. Curtains of red theatrical gauze are hung under a valance of green glazed chintz, box pleated.



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CLEANERS

Fullerene Cleaner is an excellent all-purpose household cleaner. Removes grease and grime from furniture, woodwork, automobiles, etc. Also removes spots from clothes, fine fabrics, rugs, carpets, hats, gloves, and upholstery. *Fullerene Cleaner* is used extensively for removing old discolored wax from floors before refinishing.

Fullerene Wallpaper Cleaner is prepared in dough form for cleaning wallpaper, kalsomine and window shades. It is always ready for use. Will clean perfectly and will not mold or sour. One can is usually sufficient to clean one room.

A BATHROOM IN DAFFODIL TINTS

GREEN AND CREAMY YELLOW are delightfully combined in this color scheme for a bathroom. The tints, being delicate, would be appropriate for either a sunny room or one on the north side of the house. * * * * * Sea Foam, a tint of green Fullerglo, is used for painting the walls and ceiling of the room. The lower part of the wall is painted with Cream Fullerglo. The woodwork is painted a pale yellow, a mixture of equal parts White Fullerglo and Jonquil Yellow Decoret Quick Drying Enamel, being used. In the panel of the bathroom door a long mirror has been set, adding to the convenience and attractiveness of the room. Green Fullerwear Floor Enamel makes an excellent finish on the floor. * * * * * Decorated with Black and Deep Rose Decoret Quick Drying Enamel, the latter one of the intermediate colors mixed by combining one part Cardinal with eight parts White, the laundry box and bath stool add a cheerful note to the combination of mild tints used on the walls and woodwork of the room. * * * * * The window treatment, not illustrated, could be developed simply with glass curtains of dotted swiss, and a shaped valance and narrow side drapes of pale green fabrikoid or oilcloth.



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FULLERWEAR VARNISH

Fullerwear is an all-purpose spar varnish for any interior or exterior use. It is pale in color, has good body, flows easily and covers well. Dries dust free in about six hours and hard enough to be walked on in fourteen hours. Fullerwear is absolutely unaffected by moisture and will withstand all the hard use and mishaps which usually scratch varnish or cause it to turn white. On floors or linoleums subjected to hard use, around sinks, in bathrooms, refinishing table tops, chairs and furniture of all kinds, front doors, etc., Fullerwear meets every requirement. " " " " " " " " " " " " " "

AN UNUSUAL BATHROOM IN APRICOT AND PALEST BLUE

DELICATE TINTS OF COMPLEMENTARY COLORS are effectively combined, making a dainty and attractive scheme for a room that lacks sunshine. The walls and ceiling are painted with apricot Fullerglo, a mixture of equal parts Rose Pink and Cream Fullerglo, a finish for these surfaces that will not be affected by steam or moisture. The woodwork and plaster wainscoting are painted with Baby Blue in contrast to the apricot tint of the walls. Fawn Fullerwear Floor Enamel, harmonizing with the color of the walls, is used in painting the floor. * * * * *

A laundry box and bath stool are decorated with Burnt Orange Decoret Quick Drying Enamel that is shown on the Decoret color card as a mixture of one part Cardinal and eight parts Orange. The box has a trim of Turquoise Blue, another intermediate shade shown on the Decoret card as a mixture of one part Jade and four parts Delphinium. A flower print is pasted on the front of the box and shellacked with Fuller Pure White Shellac to protect it from moisture. The stool has a band of Black Decoret painted around the top, and the seat is upholstered in turquoise blue fabrikoid, a waterproof material. * * * *

The illustration does not show the curtains of dotted swiss, with a shaped valance of blue oilcloth bound with peach colored chintz, which makes an attractive window treatment.



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FULLER PORCH AND STEP PAINT

Fuller Porch and Step Paint is made especially for painting outside floors, stairs and porches, but is also suitable for use on all exterior or interior woodwork such as doors, baseboards, wainscoting and shelving. It dries hard, tough and with a good gloss. It will wear and retain its gloss longer under extremely hard usage than any other type of paint. Two thin, well-brushed-out coats will give better results than one heavy coat. Allow 48 hours for first coat to dry before applying the second. * * * * *

A COLONIAL HOUSE IN IVORY, WHITE AND GREEN

THIS HOUSE OF EARLY AMERICAN STYLE is typical of many throughout the country. Its simple lines are shown to the best advantage when light colors are used to give it dignity, at the same time emphasizing its simplicity of design. • •

The main body of the structure is Colonial Ivory No. 177 Fuller Pure Prepared Paint. White Fuller Pure Prepared Paint is used as a trim for the lattice, front porch, corners of the house and window sash. • • • • •

A fresh contrasting color is the No. 130 Brilliant Green Fuller Pure Prepared Paint, with which the shutters are painted. The color of the roof matches that of the shutters; No. 6 Pioneer Shingle Stain is the material used for this surface. • • • • •

This treatment is suitable for a wooden bungalow or a more pretentious structure, especially when such a house is surrounded by shrubbery, or has trees as a background. • •

The colors will not conflict with those of other houses close at hand, because of the neutral quality of the Colonial Ivory. This is a point to consider in selecting a new exterior color combination. • • • • •

Do not add a trim color unless you are sure that this addition will improve the appearance of the house. It is far better to follow the modern tendency to do away with strong contrasting trims than to add a color that detracts from the architectural lines of the structure. • •

It is poor economy to use anything but the best paint since labor is the greatest part of the expense and it costs as much to apply cheap paint as it does to apply Fuller Pure Prepared

Paint. Cheap paint lacks durability and is likely to check or flake off in a short time, making extra expense for labor when it is time to repaint again.



PLANNED BY *Zena Dare*, DIRECTOR OF THE FULLER HOME DECORATING DEPT.

FULLER PURE PREPARED PAINT

Fuller Pure Prepared Paint is the finest grade of house paint for any exterior work on wood. Made of chemically pure white lead, zinc, linseed oil and color pigments thoroughly ground and perfectly mixed. It affords maximum protection at a minimum of cost, imparting a beauty and freshness that is lasting. " " " " " " " " " "

Fuller Pure Prepared Paint adheres firmly to the surface, dries to a tough, elastic film that retains its moisture-repelling qualities for years. It actually saves labor costs because it is easier to apply—requires less paint per job because it covers better—and adds several years to the period before repainting is necessary. " " " " " " " " " "

A STUCCO HOME IN BUFF, BRILLIANT GREEN AND RED

A MELLOW WARMTH characterizes the tone of the colors

used for the exterior of this home of Spanish-American architecture. Thus decorated the house conveys the impression of gracious hospitality, an effect that every home owner strives to duplicate in exterior finish. * * * * *

The stucco is painted with No. 913 Buff Concreta, a paint admirably suited for the decoration and preservation of stucco, cement and concrete surfaces. * * * * *

No. 130 Brilliant Green Fuller Pure Prepared Paint is used for sash and door trim, making an excellent contrast with the Buff side walls, red tile roof, and black wrought iron railings. Wooden supports in the patio are stained with No. 5 Pioneer Oil Wood Stain, in harmony with the Buff walls. * * * * *

This entire color scheme can be used to advantage on any stucco house or bungalow. The red of the tiled roof can be approximated with No. 4 Pioneer Shingle Stain or No. 2256 Brick Red Barn and Roof Paint. * * * * *

The green of trees and shrubbery is delightful in contrast with the Buff, still the color is mild enough in tone that it would not be likely to conflict with colors on adjacent houses if these were in close proximity. * * * * *

Light warm colors make surfaces appear larger and closer to the eye; dark colors tend to make them seem smaller. For this reason the small unpretentious house benefits by the use of a scheme similar to the one illustrated. * * * * *

Many people make the mistake of supposing that stucco and cement houses do not require painting. An untreated stucco or cement surface absorbs moisture to which grime adheres and does not wash off. When the same surface is painted it is moisture proof, and its good appearance is preserved over a long period. Fuller Concreta is recommended for stucco, cement and concrete.



PLANNED BY *Zena Dare*, DIRECTOR OF THE FULLER HOME DECORATING DEPT.

FULLER CONCRETA

Concreta is made especially for use on stucco, cement, plaster or brick surfaces. It is composed of best grade lime-proof ingredients which make it far superior to ordinary house paints for this type of work. Soon after application, *Concreta* takes on a mellow, stone-like texture. This finish, which is especially well suited to concrete, stucco and brick homes, cannot be obtained with ordinary paints except by excessive thinning, which ruins their durability. *Concreta* may also be applied satisfactorily to the wood or metal trim of the stucco or brick homes on which it is used. " " " " " " " "

CHOOSING AN EXTERIOR COLOR SCHEME



While the illustrations in this booklet will help you to select a suitable color scheme for your home, the general location and environment must be given consideration. « « « « « « «

The home that nestles among massive trees, or that is built with a hillside as a background must be garbed in colors that will harmonize with the greens and browns of Nature. For homes situated such as these, a red roof is almost essential, while cream, white, buff, or silver white can be used to advantage on the sides. Dark brown with cream trim is excellent for a home with shingled sides. « « « « « « «

A house situated in an open space and not surrounded by trees presents a more pleasing appearance when painted with a light neutral color. If your house is situated between two others which are painted in strong colors, do not select a third strong color combination which will ruin the effect of all three. Use a neutral tone with either a trim or roof color of one of the strong adjoining colors. This will help to tie the three color schemes together, thus improving the appearance of all three houses. Generally speaking, light, warm colors make surfaces appear larger and closer to the eye; dark colors tend to make them seem smaller. Because of this, small houses ordinarily appear to better advantage if finished in warm, light tints; dark colors tend to make them look stuffy. Large houses look more imposing in light colors; however, in some instances it is better to choose a dark color for such a home if the surroundings are such that it seems desirable to make the house less prominent. « «

A tall, narrow house can be made to appear broader and lower if the body color is light with a contrasting darker color for the trim, running this trim horizontally as much as possible. A squatty house will seem taller if finished in grays and greens, provided the trim is not applied horizontally any more than is necessary. « « « « « « «

If the house is large and the upper portion is of a different material from the lower, the upper portion may be painted a different color. On the other hand, if the side walls are all siding, a two-color combination applied to the top and bottom would tend to give the house a cut-in-two, squatty appearance. « « « « « « «

The above suggestions and rules are very general, but are nevertheless important. Consider carefully those that apply to your house and you'll have no trouble with the color scheme you choose. Remember also that

a reliable, experienced painter should be employed
for large important jobs.



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